

To: Paul Conaty & Julie McNamara  
 From: Julie Heberer  
 Date: August 9, 2012

cc: Mark Pimentel  
 Marty Schack  
 Peggy Milner  
 Bridget Hurst

Liz Mullen  
 Betsy Waxberg  
 Julie Sells

Political Audit Dates: 8/6 & 8/7/12  
 Missouri Primary

Audit week = Monday thru Sunday

**6/23-8/7/12**

An audit was performed on the above dates to verify any political airtime placed received the lowest unit rate possible depending on the class of time purchased. Below are the results:

Politician	OSI #	Credit Due	A/E	Reason
Lager	845760	\$10.00		1)
McCaskill	845712	\$90.00		2) & 3)

Total Credits \$100.00

- 1) Political rate card for M-F 5-6 am Class 3, section 4 is \$70. Following the 10% rule, Pappas Toyota aired section 4 for \$73.33. \$73.33 less 10% = \$65.99. Rounding down to the nearest \$5 increment = credit due of \$5 to \$65/spot per class 3, section 4.
- 2) Political rate card for M-F 6-7 am Class 3, section 4 is \$135. Following the 10% rule, St. Louis FDAF aired section 4 for \$125. \$125 less 10% = \$112.5. Rounding down to the nearest \$5 increment = credit due of \$25 to \$110/spot per class 3, section 4.
- 3) Political rate card for M-F 5-5:30 pm Class 3, section 4 is \$400. Following the 10% rule, Apollo Group #827491 aired section 4 for \$400. \$400 less 10% = \$360. Rounding down to the nearest \$5 increment = credit due of \$40 to \$360/spot per class 3, section 4.

YTD	Politician	OSI #	Gross Credit Due	Credit Memo Written	Week
	Lager	#836891	\$5.00		6/23 & 6/24
	Brunner	#838079	\$20.00		6/25-7/1/12
	Lager	840014	\$25.00		7/2-7/8/12
	Brunner	840018	\$30.00		7/2-7/8/13
	Lager	840307	\$30.00		7/2-7/8/14
	Kinder	840375	\$65.00		7/2-7/8/15
	Brunner	840018	\$10.00		7/9-7/15/12
	Kinder	840375	\$65.00		7/9-7/15/12
	Brunner	840969	\$40.00		7/9-7/15/12
	Lager	841390	\$30.00		7/9-7/15/12
	Kinder	841396	\$30.00		7/9-7/15/12
	Kinder	836249	\$85.00		7/30-8/5/12
	McCaskill	845712	\$70.00		7/30-8/5/12
	Brunner	843156	\$50.00		7/30-8/5/12
	Lager	845760	\$10.00		8/5 & 8/6/12
	McCaskill	845712	\$90.00		8/5 & 8/6/12
	Total		<u>\$655.00</u>		

Order Placement for Contract (# 845712)  
Spots Sold to Advertiser McCaskill for Senate 2012 (# 38474 )

InventoryDate	Line	Station	Rate	Length	Section	Program Title	Last Activity	Cart Number	ISCI
08/06/12 06:49:35AM	2.0	St. Louis (KMOV) (KMOV)	<del>435.00</del>	00:30	4	110 News @ 6am M-F	07/30/12 11:37:00AM	14964	25 CM-T12-08F
08/06/12 08:08:05AM	28.0	St. Louis (KMOV) (KMOV)	225.00	00:30	1	CBS This Morning	08/02/12 11:44:55AM	14965	CM-T12-09F
08/06/12 03:52:22PM	10.0	St. Louis (KMOV) (KMOV)	225.00	00:30	4	Dr. Phil	07/30/12 11:37:00AM	14964	CM-T12-08F
08/06/12 04:59:27PM	13.0	St. Louis (KMOV) (KMOV)	<del>400.00</del>	00:30	4	360 News @ 5pm M-F	08/03/12 04:05:04PM	14964	40 CM-T12-08F
08/06/12 06:52:25PM	17.0	St. Louis (KMOV) (KMOV)	450.00	00:30	4	Entertainment Tonight	08/03/12 04:45:08PM	14964	CM-T12-08F
08/06/12 10:11:10PM	20.0	St. Louis (KMOV) (KMOV)	675.00	00:30	4	News @ 10pm M-F	08/02/12 09:48:02AM	14964	CM-T12-08F
08/07/12 06:42:00AM	2.0	St. Louis (KMOV) (KMOV)	<del>135.00</del>	00:30	4	110 News @ 6am M-F	08/06/12 03:44:28PM	14964	25 CM-T12-08F
08/07/12 08:27:30AM	28.0	St. Louis (KMOV) (KMOV)	225.00	00:30	1	CBS This Morning	08/02/12 11:41:25AM	14964	CM-T12-08F
■ Total Spots: 8									

\$ 90 LOR  
due  
for 8/7

Order Placement for Contract (# 845760)  
Spots Sold to Advertiser Brad Lager for Lieutenant Governor (# 39330 )

InventoryDate	Line	Station	Rate	Length	Section	Program Title	Last Activity	Cart Number	ISCI
08/07/12 05:20:05AM	1.0	St. Louis (KMOV) (KMOV)	<del>70.00</del>	00:30	4	65 News @ 5am	07/30/12 02:03:20PM	33310	DMBLM 01
08/07/12 05:47:45AM	1.0	St. Louis (KMOV) (KMOV)	<del>70.00</del>	00:30	4	65 News @ 5am	08/06/12 12:37:30PM	33310	DMBLM 01
08/07/12 06:27:15AM	2.0	St. Louis (KMOV) (KMOV)	200.00	00:30	2	News @ 6am M-F	07/30/12 02:03:20PM	33049	DMBLM 01
08/07/12 06:58:10AM	2.0	St. Louis (KMOV) (KMOV)	200.00	00:30	2	News @ 6am M-F	07/30/12 02:03:20PM	33310	DMBLM 01
08/07/12 07:58:15AM	3.0	St. Louis (KMOV) (KMOV)	225.00	00:30	1	CBS This Morning	08/02/12 10:02:46AM	33310	DMBLM 01
08/07/12 08:19:15AM	10.0	St. Louis (KMOV) (KMOV)	225.00	00:30	1	CBS This Morning	08/06/12 02:58:47PM	33310	DMBLM 01
08/07/12 08:53:15AM	3.0	St. Louis (KMOV) (KMOV)	225.00	00:30	1	CBS This Morning	08/06/12 04:09:52PM	33049	DMBLM 01
08/07/12 09:08:15AM	4.0	St. Louis (KMOV) (KMOV)	125.00	00:30	2	Nate Berkus Show	07/30/12 05:38:01PM	33310	DMBLM 01
08/07/12 09:51:15AM	4.0	St. Louis (KMOV) (KMOV)	125.00	00:30	2	Nate Berkus Show	07/30/12 02:03:20PM	33310	DMBLM 01
08/07/12 10:08:30AM	5.0	St. Louis (KMOV) (KMOV)	150.00	00:30	1	Great Day St. Louis	07/30/12 02:03:18PM	33310	DMBLM 01
08/07/12 10:29:00AM	5.0	St. Louis (KMOV) (KMOV)	150.00	00:30	1	Great Day St. Louis	07/30/12 02:03:18PM	33049	DMBLM 01
08/07/12 10:58:30AM	6.0	St. Louis (KMOV) (KMOV)	400.00	00:30	1	Price is Right	07/30/12 02:03:16PM	33310	DMBLM 01
08/07/12 11:28:55AM	6.0	St. Louis (KMOV) (KMOV)	400.00	00:30	1	Price is Right	07/30/12 02:03:17PM	33310	DMBLM 01
08/07/12 12:04:00PM	7.0	St. Louis (KMOV) (KMOV)	230.00	00:30	2	News @ 12noon M-F	08/01/12 04:06:31PM	33310	DMBLM 01
08/07/12 12:27:55PM	11.0	St. Louis (KMOV) (KMOV)	450.00	00:30	1	News @ 12noon M-F	08/06/12 04:26:37PM	33049	DMBLM 01
08/07/12 02:59:11PM	8.0	St. Louis (KMOV) (KMOV)	225.00	00:30	4	Dr. Phil	08/06/12 12:33:37PM	33310	DMBLM 01
08/07/12 03:29:56PM	8.0	St. Louis (KMOV) (KMOV)	225.00	00:30	4	Dr. Phil	08/06/12 12:32:19PM	33310	DMBLM 01
08/07/12 03:57:46PM	9.0	St. Louis (KMOV) (KMOV)	450.00	00:30	4	Young and the Restless	07/30/12 02:03:27PM	33310	DMBLM 01

■ Total Spots: 18

\$ 10

Look  
due

Jan 8/7